

## Occupant Protection FY2017

Occupant protection in a vehicle includes the proper use of seat belts, car seats, and air bags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity. Every occupant should utilize the proper restraints and safety devices.

### Goals:

Increase car seat use from 95.7 percent in 2015 to 96.5 percent by December 31, 2018.\*

Increase booster seat use from 49.7 percent in 2015 to 50.5 percent by December 31, 2018.\*

Decrease fatalities and incapacitating injuries for children ages 0-to-8 by 31 percent from 86 in 2015 to 59 by December 31, 2018.

Decrease fatalities by 18 percent from 901 in 2014 to 742 by December 31, 2018.

Decrease serious injuries by 12 percent from 4,909 in 2014 to 4,308 by December 31, 2018.

Decrease the vehicle mileage fatality rate by 9 percent from .93 in 2014 to .85 by December 31, 2018.

<b>Task 1: Child Passenger Safety</b>	<b>\$520,000</b>
Section 405(b) funds	\$520,000

### Statewide Child Passenger Safety (CPS) Car Seat Distribution

Project Number	CP-17-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$162,000	405(b) High
Project Number	OP-17-01	
Benefit to Locals	Yes	
Grantee	City of St. Ignace	
Grant Amount, Funding Source	\$ 178,000	405(b) Training & High
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	Educate and provide car seats up to 3,000 low-income families by September 30, 2017.	

\* Child Seat Restraint Use/Misuse Studies are conducted every other year. The last study was in 2015 conducted by Michigan State University.

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Nearly one million children in Michigan live in low-income families. Current state assistance does not include programs to support car seats to be made available at low costs for those children. The OHSP car seat program is the largest source of car seats for low-income children in the state.

Funding will support fitting stations, car seat clinics, and car seat purchase.

### CPS Safety Training and Technician of the Year

Project Number	CP-17-01	
Benefit to Locals	Yes	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$100,000	405(b) Training
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	Fund up to 20 CPS technician courses by September 30, 2017.  Fund up to 6 continuing education courses for CPS technicians by September 30, 2017.  Retain 63.2 percent of current CPS technicians by September 30, 2017.  Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2017.	

The OHSP will fund a series of courses to train, re-certify, and provide special needs training for technicians. The plan for training is to provide certification and CEU courses in regional locations, based on the outcomes of CPS technician and resource coverage study. An additional CEU course will be held in conjunction with the annual Traffic Safety Summit, as well as, renewal courses, minority-focused trainings and regional courses for EMS providers to learn the basics of safe transport in ambulances.

Funding will support training, education, outreach materials, instructor stipends, travel costs, and equipment.

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### Michigan Department of Health and Human Services (MDHHS) Training

Project Number	OP-17-04	
Benefit to Locals	No	
Grantee	TBD	
Grant Amount, Funding Source	\$ 80,000	405(b) Training
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	<p>Hire a program coordinator by December 1, 2016.</p> <p>Begin training MDHHS county staff by March 1, 2017.</p>	

The MDHHS training program will be overseen by a program coordinator to schedule training with MDHHS county offices, establish teaching teams, coordinate training, and handle all fiscal responsibilities associated with the program.

This strategy was selected to fill a void in the training of MDHHS staff as they do not currently receive education about car seats or properly transporting children, despite their responsibility for transporting children.

Funding will support this position, instructor stipends, training costs, equipment and travel.

<b>Task 2: Evaluation</b>	<b>\$290,000</b>
Section 405(b) funds	\$290,000

### Direct Observation Surveys: Seat Belt Use

Project Number	OP-17-02	
Benefit to Locals	No	
Grantee	Michigan State University	
Grant Amount, Funding Source	\$150,000	405(b) High
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	<p>Determine the safety belt use rate by September 30, 2017.</p> <p>Determine hand-held device use rate by September 30, 2017.</p>	

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The annual post-Memorial Day and post-Labor Day surveys have tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support the mobilization. This year's observation study will also examine the use of hand-held devices.

For FY2017 only, the grantee will collect safety belt use data from an additional 200 sites in 53 counties in the summer to determine an unofficial statewide seat belt use rate. The unofficial rate calculated in FY2017 will be used as internal information for the OHSP sample validation, usage comparisons and planning background.

Funding will support observation and analysis costs.

### Combined Data Research Program

Project Number	OP-17-03	
Benefit to Locals	No	
Grantee	Michigan State University and Western Michigan University	
Grant Amount, Funding Source	\$140,000	405(b) High
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Compile a combined research report by September 30, 2017.	

The combined data research program helps form a comprehensive view of safety belt use and non-use with results that overlay findings with other data sources that help analysts more effectively target safety compliance, including enforcement information, traffic volumes and pattern data, crash information and other available studies. This combined approach to analysis helps the OHSP staff gain insight to better direct enforcement and outreach efforts to increase safety belt use.

The research teams will review all available data for the past three years and compile a report based on findings to help direct enforcement and public information efforts most effectively.

Funding will support observation and analysis costs.

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<b>Task 3: Education and Outreach</b>		<b>\$150,000</b>
Section 405(b) PM funds		\$100,000
Section 402 funds		\$50,000

### **Tween Seat Belt Education Pilot**

Project Number	CP-17-03	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$100,000	405(b) PM PI&E
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns	
Project Objective	Develop and distribute web site advertising by September 30, 2017.	

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, digital advertising and messaging, earned media, and partnerships will be used to more effectively reach parents of children in this age group and encourage belt use through tween, teen, and adult years.

A pilot program will be funded to purchase paid web advertising and other media, using the existing NHTSA ads to reach parents of tweens as well as the children themselves to encourage seat belt use. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

### **Migrant Law Guide**

Project Number	CP-17-03	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$50,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns	
Project Objective	Develop and distribute a migrant law guide by September 30, 2017.	

More than 6,000 migrant and seasonal farm workers reside in Michigan each year. These workers are largely young men with families, most of which include children. Significant state resources are available to these workers through the MDHHS Office of Migrant Services.

Working in conjunction with the Office of Migrant Services, a guide on Michigan traffic laws, written in Spanish and suitable for Spanish speakers of various dialects,

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will be created to assist families to comply with the laws, especially those requiring seat belt and car seat compliance.

Funding will support the cost of development and distribution.

<b>Task 4: Program Management</b>		<b>\$150,000</b>
Section 402 funds		\$150,000

### Program Management

Project Number	CP-17-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$150,000	402
Grant Start-up	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.